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**Reaching Men Worldwide:
Lessons Learned from Family Planning
and Communication Projects,
1986-1996**

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THE IMPORTANCE OF MEN

Preface and Acknowledgments

Most family planning methods, as well as most efforts to promote their use, historically have focused on women. In recent years, however, the recognition has grown that men significantly influence reproductive decisions and play an important role in family planning practices. This has led to new communication projects that promote men's participation in family planning and reproductive health.

In the past decade, Johns Hopkins University Population Communication Services (JHU/PCS), a program of the Johns Hopkins Center for Communication Program (JHU/CCP), with support primarily from the United States Agency for International Development (USAID), has provided technical assistance and support to 20 programs addressing directly men's participation in family planning and reproductive health.

This publication reviews the projects and key "lessons learned" by JHU/CCP from over a decade of experience in communicating with men about reproductive health. The lessons apply to designing and implementing programs, advocating and winning support for programs, and evaluating program results. This experience can be useful to other program planners who seek to communicate with men.

The report derives from information gathered by JHU/CCP staff members. Mwelu Ndeti, a student intern, compiled the project documentation and lessons learned under the supervision of Ian Tweedie and Karungari (Karusa) Kiragu of the Research and Evaluation Division and David Awasum, Senior Program Officer in the Africa Division at JHU/CCP. Ward Rinehart, Steve Blakely and Robert J. Riccio provided comments and edited the document. Faith Forsythe prepared the document for publication.

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Summary

Increasingly, managers of family planning and reproductive health programs realize that men's support and participation in family planning are essential to the ultimate success of any reproductive health initiative. Men need to be addressed within their roles:

- *As individuals*, men can use family planning methods as well as encourage their partners and peers to use family planning;
- *As husbands and fathers*, men can be more aware of their partner's needs and concerns for the family and better plan for their children's future;
- *As community leaders*, they can influence public attitudes toward family planning;
- *As government leaders*, they can shape public policies that are more conducive to programs that address the reproductive needs of both men and women.

Since 1986, with support primarily from the United States Agency for International Development (USAID), Johns Hopkins University Population Communication Services (JHU/PCS), a program of the Johns Hopkins Center for Communication Program (JHU/CCP), has provided technical assistance and support to more than two dozen programs addressing men's participation in family planning and reproductive health. These projects have used innovative communication strategies to reach men through mass-media, community mobilization, and interpersonal dialog.

Mass-media channels such as radio, television, and newspapers have reached men through the programs and events they enjoy, such as sports, films, popular theater, and music. These programs have increased men's participation by improving their willingness and ability to communicate with spouses, peers, and health care providers. Community-wide programs have mobilized men to participate in activities and meetings where they can discuss their concerns in a comfortable and informative environment.

This publication reviews JHU/PCS projects in Africa, Asia, Latin America, the Near East, and the New Independent States, and presents the most important lessons learned from that experience:

- **Learn what men want and need through research.** Men are a diverse audience with differing profiles concerning family planning and reproductive health. Targeted, focused messages must be developed to increase their participation.
- **Present men as caring partners, not irresponsible adversaries.** Although men are sometimes seen as obstacles to family planning efforts, research shows the "macho" stereotype is often a false one. Playing to stereotypes can do a disservice to the audience and damage a family planning campaign's effectiveness.
- **Encourage men to talk to their partners and make joint decisions.** Good communication between spouses is crucial to effective family planning.
- **Publicize and promote service sites for men.** Research shows men need better access to information and service providers with whom they feel comfortable.

- **Improve men's image of contraceptive methods.** Communication campaigns must focus on factual information and perceptions to overcome myths or rumors that sometimes generate men's opposition to certain forms of family planning.
- **Work with opinion leaders to increase men's social support and family planning use.** Social support helps people, especially men, use family planning. Community and national leaders help shape public discourse and public opinion.
- **Use multiple communication channels to create a synergistic effect.** Effective family planning programs use several channels to deliver their messages. Research shows that individuals that are exposed to a message from multiple sources--mass and community based media, and interpersonal communication-- are more likely to take action than those exposed to a message from a single source
- **Pay attention to young men.** Young men just beginning sexual activity are especially vulnerable to sexually transmitted diseases, including HIV/AIDS. Addressing their needs can have a potentially large impact on their lives and those of many others.
- **Continue to learn.** Even after 10 years of research and field work, there is more that needs to be learned about how to increase men's participation in family planning and reproductive health.

CONTENTS

Preface and Acknowledgments	iii
Summary.....	v
 PART I. MEN'S ROLE IN FAMILY PLANNING	1
The P-Process: A Step-by-Step Procedure for Project Development	2
 PART II. Lessons Learned	3
 PART III. JHU/CCP MEN'S PARTICIPATION PROJECTS	9
Summary Table	9
Africa	11
Asia	23
Latin America	29
Near East	35
 PART IV. ADDITIONAL RESOURCES FOR MEN'S INITIATIVES	41
Worldwide Communication Activities	41
Abbreviations	42
Bibliography	43

Part I. Men's Role in Family Planning

Usually, when family planning program managers thought of men's involvement in family planning, they thought almost exclusively of increasing the use of condoms or vasectomy. More recently, however, program managers have begun to see men as more than potential clients for male contraceptive methods. They are realizing that men's support and participation are ultimately essential to any reproductive health initiative, and they are turning to information, education, and communication (IEC) to win this support and participation. Communication has concentrated on three areas:

- *Personal reproductive and sexual behavior:* These efforts seek to increase the number of men practicing preventive behavior such as using condoms, having vasectomies, reducing the number of sexual partners and practicing safe sex. They also want to increase the number of men seeking curative medical treatment for sexually transmitted diseases (STDs) and other reproductive and sexual ailments.
- *Encouragement and support that men give to partners and peers:* Men can play a major role in improving their own and their family's reproductive health by understanding their partners' reproductive health needs and supporting family planning. Thus, communication programs urge and enable men to encourage their female partners and other men to use family planning, to adopt preventive health behavior, and to seek care as necessary. Such programs promote learning about family planning, discussing family planning with partners and peers, deciding jointly with their partners to plan their families, encouraging their partners and peers to use modern family planning methods, and mentoring younger men.
- *The policy environment for men's programs:* Effective and well-received programs develop from rational strategic planning based on men's needs. Strategic planning can be carried out best when policy-makers appreciate the importance of men's roles in reproductive health and understand the advantages, limitations, and costs of various approaches. Thus, as advocates, program managers provide policy-makers with the information they need to make decisions.

When these efforts succeed, men benefit directly, as individuals; their partners can benefit from their support, and community and nationwide efforts to promote family planning use are more likely to succeed. Conversely, those benefits are lost if men are not involved as active, contributing partners.

These projects have used innovative communication strategies to reach men. Mass-media channels such as radio, television, and newspapers have reached men through the programs and events they enjoy, such as sports, films, popular theater, and music. Programs have increased men's participation by improving their willingness and ability to communicate with spouses, peers, and health care providers. Community-wide programs have mobilized men to participate in activities and meetings where they can discuss their concerns in a comfortable and informative environment.

The P-Process: A Step-by-Step Procedure for Project Development

Communication programs are most effective when they are planned strategically and follow a systematic and focused plan of action. Johns Hopkins University/Population Communication Services (JHU/PCS) uses a strategic planning process called the "P-Process," which organizes the planning and implementation of a communication program into progressive stages. The P-Process provides a framework for strategy

development, project implementation, technical assistance, institution-building, and training. This process applies to men's participation programs as well as to any other type of communication program. (For more information on the P-Process and a comprehensive list of lessons learned from family planning programs, see Piotrow, et al., *Family Planning Communication: Lessons for Public Health*, Praeger -- in press.)

The projects summarized in this paper followed the P-Process to ensure that materials and activities were: tailored to the intended audience, appropriately designed, efficiently disseminated, and evaluated for impact. The process begins with a careful review of the audience, an assessment of current policies, programs, and reproductive health services available, and an analysis of communication resources. Formative research, audience segmentation, and pretesting help to ensure that a project's outputs are appealing and that messages are readily understood.

All major JHU/PCS projects also include a monitoring and evaluation plan that allows program managers to supervise implementation and assess program impact. Systematic research and evaluation of this kind have enabled JHU/PCS and its partners to learn from completed projects and apply these lessons to later activities.

Part II. Lessons Learned from Communication Programs for Men

1. Learn What Men Want and Need Through Research.

Increasing the participation of men in family planning and reproductive health can begin only by understanding their point of view and their needs. Men and women have significantly different knowledge, attitudes, intentions, and behavior profiles concerning family planning and reproductive health, suggesting that different approaches are necessary. Moreover, men are not a monolithic audience. Audience segmentation is necessary since different approaches are needed for different types of men. Audience analysis and pretesting of materials are therefore just as crucial when dealing with men as with women. To reach men directly, projects must speak to them using spokespersons and media they trust and addressing issues they feel are important. The key to increasing men's participation is to develop messages that are relevant to their perceived concerns, which may not always coincide with the messages family planning programmers think men should hear. Men must be approached on their own terms and in their words.

In Colombia, for example, qualitative research was key to increasing the awareness and use of condoms among sexually active young men. Although this project was primarily concerned with birth spacing and maternal and infant health, these were not the major concerns of the majority of men between 15 and 25 years old who participated in focus group discussions. Their main preoccupation was having a good time on the weekends, and they worried that the threat of AIDS would constrain their freedom and lifestyle. Pretests of the initial messages that focused on health issues found that the young men generally dismissed these messages as irrelevant to them. To reach young men more effectively, the campaign slogan was modified to: "Keep Being Free: Use Tahiti Condoms." This message emphasized the way that condom use would help the young men achieve what they felt was important. Average monthly sales of condoms increased by 74 percent after the campaign.

2. Present Men as Caring Partners, Not Irresponsible Adversaries.

Many family planning managers have seen men as obstacles to women's use of contraception. It is true that power differentials, conflicting gender roles, and lack of economic resources prevent many women from effectively negotiating contraceptive use and safer-sex practices with their male partners. Instead of trying to win men's cooperation, however, program managers have largely ignored men's potentially positive roles in family planning and reproductive health or portrayed men as irresponsible adversaries. Implicit in this approach is the belief that the main reason men do not use contraception or alter their sexual behavior is that they are uncaring. Qualitative research finds that in some instances the macho stereotype of men is the very barrier that prevents them from learning more about family planning. Men in focus groups have complained that false stereotypes of machismo limit their opportunity to obtain information about sexuality and family planning. By tacitly accepting or emphasizing these stereotypes, family planning and reproductive health programs may unwittingly have done a disservice to much of the male audience—and thus to women as well.

Recently, some communication strategies have positioned men beyond "uncaring and irresponsible" and sent more positive messages. More such approaches are needed. For example, in Brazil, "Vasectomy is an act of love" served as the slogan of a campaign to increase the knowledge, approval, and number of vasectomies performed among men from lower socioeconomic groups. Winner of several prestigious international advertising awards, the campaign television spot made creative use of a pair of animated hearts—one clearly male, the other female—to depict the purpose of vasectomy and how it frees a couple's lovemaking from the

fear of unwanted pregnancy. Accompanied by the sounds of kissing, the cartoon hearts unite twice and produce babies. On the male's third attempt to unite with his partner, the female scolds him and pushes him away. A vasectomy is then depicted by two small bars on the male heart, and a voice says, "Vasectomy, the male operation, is a quick and painless way to avoid unwanted pregnancy." Once again the two hearts unite to the sound of kissing, and the campaign spot closes with the slogan: "Vasectomy is an act of love." Evaluation data showed a dramatic increase in requests for information and in the number of vasectomies performed during the campaign.

3. Encourage Men to Talk to Their Partners and Make Joint Decisions.

More, and more appealing, messages need to be directed to men because of their role in decision-making about fertility and childbearing. The messages should encourage men's participation while stressing shared decision making. While fertility decisions usually are not made by women alone, they also are not the sole and arbitrary prerogative of men. Communication between spouses is crucial in helping couples to choose family planning together, and is closely associated with contraceptive use.

Evidence comes from around the world. A preliminary path analysis of a national baseline survey in Ghana by JHU/PCS researchers found that communication between spouses was a significant determinant of family planning adoption following an IEC campaign. In Bolivia, television and radio spots, a clinic video, *Hablando en Pareja* (in English, Let's Talk Together), and audio-cassettes played on buses, promoted the importance of couple communication in family planning decisions. These messages reinforced the idea that making joint decisions is a way to strengthen interpersonal relations and foster happy marriages. Among those who saw the campaign video in Bolivia, the proportion of users increased by almost 9 percent.

In Zambia, joint decision-making about family planning was much more common among men who reported talking about family planning with their spouse/partner in the past year. Among men who had talked with their spouse/partner more than twice in the past year, 60 percent reported that they made decisions about family planning jointly compared with 43 percent of those who had talked once or twice and 27 percent of those who had not talked with their spouse/partner.

Future campaigns should take special care to emphasize sharing decisions as well as men's participation. The Male Motivation Project in Zimbabwe, while successful in increasing overall contraceptive use, was not entirely successful in promoting the idea of joint decision-making. The campaign's central theme—"Family Planning: It's Your Choice"—challenged men to take responsibility for their families by adopting family planning methods. Sports metaphors and the idea of winning were reiterated throughout the campaign since they were thought to convey a message of virility that would appeal to men and prompt them to take action. While contraceptive use did increase in Zimbabwe, an unintended consequence of the campaign was that men exposed to this campaign were 2.5 times more likely than others to state that the husband *alone* should decide whether to practice family planning. This shift in favor of unilateral decision-making by husbands may have reduced women's ability to make family planning decisions as equal partners with their husbands.

4. Publicize and Promote Service Sites for Men.

In one-on-one discussions, the health care provider can learn from the client and respond with pertinent information and specific advice. Men have fewer opportunities than women for such discussions because men are less likely to use health services. Promoting men's access to information and services at health facilities requires more than just making sure service sites are nearby and open convenient hours. Access also

means making sure condoms, vasectomy services and information about these methods and where to obtain them are available. While social marketing programs and community-based distribution (CBD) have made condoms much more available, promotion of vasectomy services has not grown as rapidly.

A further barrier to services for men is the fact that most family planning services are staffed by women, and most CBD and outreach programs use predominantly female agents. Many male clients feel more comfortable speaking to a male service provider or agent. Efforts to increase counseling opportunities for men by using male providers and CBDs has been promising though difficult to sustain. Training female providers to counsel men is an important step in increasing men's utilization of family planning services.

In the Kenya Vasectomy Promotion Project, radio, television, and newspaper advertisements directed men to visit clinics, including Kencom House, a men-only clinic in Nairobi. There, specially trained male counselors and service providers made men feel comfortable and welcome. Also, potential clients could write or telephone a special hotline for more information on the sources and availability of services. Similarly, in Ghana, the "We Care" campaign encouraged men to visit Ministry of Health clinics by promoting service providers as caring for both men and women. Billboards, posters, and a video portrayed a family planning advisor welcoming a couple and their young daughter to a clinic. Service providers were trained before the campaign to ensure that they lived up to their friendly image.

5. Improve Men's Perception of Contraceptive Methods.

Studies throughout the world find that men want more information about contraception. Without accurate knowledge, men as well as women are susceptible to rumors and misinformation. It is important for men to get the facts about contraceptive methods if they are to become active participants in family planning. In some programs that directly addressed men's fears and concerns, men's attitudes improved and their contraceptive use increased.

In the Kenya Vasectomy Promotion Project, a key objective was to increase knowledge of vasectomy among potential users. Messages stressed that vasectomy is a simple and safe procedure and that the man remains healthy and virile. The messages also stressed that wives of men who have had vasectomies are happy because they no longer have to fear accidental pregnancy. Testimonials of satisfied users and their wives were broadcast on television.

Men also need the facts about women's family planning methods. In Peru, although knowledge of modern contraception was widespread, actual usage among young Peruvian couples was not. The low prevalence was due in part to the myths and rumors that surrounded modern contraceptive methods, especially the pill. *Las Tromes*, a campaign focused on women, was implemented to dispel those rumors and misconceptions. In-depth interviews revealed, however, that men thought modern methods would cause harm to their spouses and themselves. These men also expressed concern that the pill might increase women's sexual drive to a point that was threatening to men. These false ideas came from peers and friends.

Correcting the misinformation became one of the primary goals of the multifaceted *Los Tromes* mass-media campaign that focused on men. Using television, radio, print materials, a telephone hotline, and street theater, the campaign delivered a cohesive message that dispelled rumors and motivated people to seek additional information from accurate sources. A sharp decline in the belief of these rumors about the pill followed the campaign.

6. Work with Opinion Leaders to Increase Men's Social Support and Family Planning Use.

Social support helps people use family planning. When people believe that those around them would support and approve of their use of contraceptives, they are more likely to use a contraceptive method themselves.

Bolivia's president in 1994 and vice president in 1996 were prominent in the phased launches of the Reproductive Health Programs. Their involvement helped legitimize family planning and reproductive health among the populace -- especially among men. Before the program, reproductive issues were considered too taboo to discuss publicly. Changing this social norm led to more open discussion, higher levels of awareness, and increased use of family planning methods.

The Jiggasha approach in rural Bangladesh mobilized village opinion leaders to encourage the use of family planning. This approach used existing rural communication networks to establish village discussion groups or jiggashas (from the Bangladeshi word "to inquire"). The support of *bari* heads (factional leaders within a village) was a critical element in the formation and success of the approach. Special meetings were held with the *bari* heads, who are all men, to enlist their support. The meetings were effective at increasing approval of family planning among the *bari* heads. In turn, research found that the higher the percentage of village *bari* heads who approved of family planning the higher the contraceptive prevalence in the village.

Community mobilization was an integral part of the Minya Initiative in rural Egypt. A total of 460 public meetings were conducted in the conservative Governorate in Upper Egypt. These evening meetings attracted an audience totaling 161,000—mostly men. Films with family planning messages were shown, followed by discussions to encourage and motivate couples to visit family planning clinics for counseling. Throughout the meetings, rumors on contraceptive methods were addressed and dispelled. Physicians and religious leaders provided reliable medical and religious information about the benefits of family planning for mothers and children. At smaller meetings participants could consult with a provider on the spot. At the end of each meeting, the audience was given flyers listing the locations of nearby family planning services. Almost nine out of every ten men who attended the meetings talked to their spouse about family planning after the meeting. The project contributed to increasing contraceptive prevalence in the Minya Governorate from 22 percent to 30 percent in 18 months.

7. Use Multiple Communication Channels to Create a Synergistic Effect.

Effective communication programs use multiple channels to disseminate their messages. These include mass media, interpersonal communication, and community mobilization. Evaluations of communication campaigns around the world frequently find a dose-response relationship between the level of exposure to the campaign messages and behavior. The higher the dose (number of messages and of communication channels through which a person is exposed to the messages), the more likely that a person will use contraceptives, talk to his or her partner, and visit a family planning provider. In many countries, men are easier to reach with multiple, reinforcing messages because they generally have better access and more exposure to mass-media and community-level communication than women.

To reach and involve men, JHU/PCS projects worldwide have devised a dynamic combination of mass media, community-based traditional media, and entertainment education (the Enter-Educate approach). The Enter-Educate approach employs popular entertainment such as music and drama to convey family planning and health messages. The second phase of the Zimbabwe Male Motivation and Method Expansion Project

illustrates this multimedia approach. The media included a radio drama series, as well as radio and television spots.

Soccer, a game loved by men worldwide, was used in Zimbabwe both as a marketing draw and as a metaphor for the campaign. Each of three tournament games attracted more than 30,000 spectators, most of them men. Newspapers, television advertisements, T-shirts, and billboards were all designed around the slogan “Play the Game Right” and “The Dream Team,” as Zimbabweans call their national soccer team. Two popular drama groups, the Bulawayo-based Amakhosi and the Zimbabwe Association of Community Theater (ZACT), developed a puppet show, drama, and music, which they performed at soccer games, public rallies, workplaces, and other places where men gather. The evaluation found that the greater their exposure to the campaign the more likely men and women were to take action.

Evaluation of a 1990-1991 multimedia campaign in Ghana found that, as exposure to the campaign increased from none to low to high, there was a corresponding increase in the number of men who discussed family planning and used a method. Overall, men exposed to the mass-media campaign were more likely to talk to their partners and begin modern contraceptive use than men who were not exposed. Also, the extent of contraceptive use was significantly greater in the three regions where intensive community-level campaigns were launched in combination with the mass-media campaign than in the regions that did not conduct community-level activities.

8. Pay Attention to Young Men.

Programs promoting male participation must also address the needs of young men. Young men have specific needs that differ in important ways from those of older men. Addressing their needs can have a large impact over time because lifelong attitudes and behavior patterns are often formed during youth. Pressured by peers and sometimes even by adults to prove themselves sexually, adolescent males are vulnerable to STDs (including HIV/AIDS) and may jeopardize both their own future and that of their partners. In the Philippines, one of the Project Heart Line television dramas, developed by the Philippine Center for Population and Development, focused on the impact of *barkada* (or peer pressure) on young men. The story, which deals with drug abuse as well as accidental pregnancy, explores how peer pressure can sometimes conflict with and overwhelm the values taught by a young man’s family.

Since boys have more control than girls over condom use and sexual relations, an HIV/AIDS campaign in Uganda focused on boys as its primary audience. This 6-month mass-media campaign sought to encourage young men and women to resist peer pressure and prevent HIV infection by abstinence, condom use, monogamy, or by delaying sexual onset. The campaign slogan, “Safer Sex or AIDS: The Choice is in Your Hands,” expresses the key message: Young people can prevent HIV/AIDS infection if they practice safer sex. Radio programs and spots, posters, and newsletters encouraged young men to delay starting sexual activity if they had not already started and to use condoms when they did become sexually active. A contest to select the campaign theme song was held in June 1995. The contest, called “Hits for Hope,” invited young musicians to submit original lyrics and music that conveyed the message. Teenage judges and the public selected contest winners. The winning song—*Ray of Hope* by a group called House Lane B—became the unofficial theme song for the IXth International Conference on AIDS and STDS in Africa held in Kampala in 1995.

9. Continue to Learn.

Even after 10 years of research and field work, there is still much more to be learned about how to increase men's positive participation in family planning and reproductive health. Many recent initiatives have broken new ground. Nevertheless, program planning would benefit from a better understanding of men as individuals, as marriage partners, and as community members.

Improving reproductive health is fundamental to public health in developing nations. Good reproductive health also is important to every individual—male or female. Although programs designed to reach men are making progress, there is much to be learned in order to make these programs more effective.

Part III. JHU/CCP Men's Participation Projects

The Rakai concert winning group setting up for a performance. *Hits for Hope* Campaign, Uganda, 1995.

Ghana

Health and Family Planning Information Project, page 13

Kenya

The Vasectomy Promotion Project, page 14

Male Involvement Project, page 15

Nigeria

Public Service Announcement and Logo Campaign, page 16

Uganda

Delivery of Improved Services for Health (HIV/AIDS Prevention Campaign), page 18

Uganda Family Planning Promotion Project, page 19

Zimbabwe

Male Motivation Project, page 20

Male Motivation and Method Expansion Project, page 21

Ghana

GHANA HEALTH AND FAMILY PLANNING INFORMATION PROJECT (September 1987 through April 1993)

Project objectives for men

- To improve men's knowledge about, attitudes toward, and practice of modern family planning methods
- To mobilize religious and other traditional leaders to support the campaign

Project description

Ghana's family planning campaign used a multistage and cumulative strategy to address both men and women. Phase One of the campaign focused on improving the interpersonal skills, image, and morale of service providers and on encouraging men to visit Ministry of Health clinics. Phase Two addressed men's participation and countered rumors and misinformation about modern family planning methods. The campaign included two slogans, "Talk to Your Family Planning Advisors—They Care" and "Choose Family Planning with Your Wife." The campaign was launched in all districts at *durbars*—traditional town meetings—where chiefs, religious leaders, and government officials endorsed the campaign. *Awo Dodo* (*Too Many Children*), the campaign theme song, became a national hit.

Communication outputs and activities

Nationwide Media: motivational posters; family planning method booklet; three radio programs ("Radio Doctor," "Health Update," and "Family Affair"); television drama ("Our Concern"). Community activities: *durbars*, sports competitions, boat regattas, football matches, and raffles. Printed Materials: posters, leaflets, billboards, badges, T-shirts, shopping bags with family planning messages. Audiovisual Media: video dramas ("The Last Pregnancy" and "The Resolution"), audio cassettes with a family planning message, and the theme song *Awo Dodo*.

Research and evaluation

- Household surveys and focus group discussions.
- Special studies including a recall and comprehension study and a cost-analysis study.
- Analysis of clinic service statistics.

Campaign impact

After 19 months of intensive campaigning in three regions, 96 percent of men had heard the theme song and had seen the campaign poster. Men and women exposed to the campaign were significantly more likely to take a family planning action than those who had little or no exposure. Among men exposed to the campaign, 47 percent had discussed family planning with their partners, and 26 percent said that they or their partners were using a modern contraceptive method. Men were more likely than women to talk to a partner (42 percent *vs.* 25 percent) and begin contraceptive use (11 percent *vs.* 4 percent) as a result of the campaign.

Collaboration and support

Ghana's Ministry of Health/Health Education Division; technical assistance provided by JHU/PCS with funding from USAID.

Publications: see bibliography numbers 11, 12, 27, and 42.

Kenya

THE VASECTOMY PROMOTION PROJECT (July 1994 through January 1995)

Project objectives for men

- To improve attitudes toward and knowledge about vasectomy among Kenyan men
- To increase the number of clients requesting information on vasectomy
- To increase the number of vasectomies performed

Project description

The Vasectomy Promotion Project was initiated to complement a concurrent AVSC funded project coordinated by Innovative Communication Systems aimed at improving the quality and quantity of vasectomy counseling and services. Guided by an advisory group of key policy-makers and representatives from family planning organizations, the Vasectomy Promotion Project sought to accomplish its objectives through a mass-media campaign directed primarily at men and secondarily at their spouses and medical practitioners. Unfortunately, the national radio and television broadcasts were not aired due to the Kenya Broadcasting Corporation's concerns that airing information on vasectomy would produce a public backlash.

A private television company— Kenya Television Network— carried the broadcasts without any problems, although limited to the Nairobi area. To reach rural audiences, a local mobile cinema company broadcast the television and radio spots in its coverage areas. Newspaper advertisements were also included in four daily newspapers, becoming the primary communication channel for the project.

Communication outputs and activities

Radio and television spots promoting clinics which offer family planning information and services for men; television spots with testimonials of satisfied users; radio forum; interview on a radio talk show; newspaper advertisements with coupons; flyers; film clips; booklets; leaflets; posters; workplace motivators.

Research and evaluation

- Monitoring of service statistics in six vasectomy sentinel sites over a 12-month period.
- National IEC Situation Survey.

Campaign impact

The number of vasectomies performed increased by 125 percent during the campaign. Results from a National IEC Situation Survey conducted midway through the campaign found that 42 percent of male newspaper readers had seen the vasectomy advertisements. Of all the methods in the survey, vasectomy awareness increased the most.

Collaboration and support

Innovative Communication Systems; AVSC International; National Council for Population and Development; Division of Family Health/MOH; Family Planning Association of Kenya; Family Planning Private Sector; International Population Health Services; Christian Health Association of Kenya; Kenya Institute of Mass Communication; Pathfinder; The Population Council; UNFPA; University of Nairobi; and Kenya Medical Association; technical assistance provided by JHU/PCS with funding from USAID.

Kenya

MALE INVOLVEMENT PROJECT (June 1995 through July 1999)

Project objectives for men

- To improve the quality of counseling men and/or couples receive at clinics, through CBD agents and workplace motivators
- To improve client participation during the counseling sessions
- To improve attitudes of service providers toward men's methods and male clients
- To improve the social and physical environment and clinic IEC conditions in the management of services targeted at men

Project description

Although 98 percent of Kenyan men can name at least one family planning method, only 32 percent use modern family planning. In response to this knowledge/practice gap, the Family Planning Association of Kenya (FPAK) is implementing a 5-year Male Involvement Project in the Nakuru, Kakamega, and Kisumu districts. The project aims to enhance men's participation in family planning and reproductive health practices by focusing on expanding family planning services and IEC activities to reach men. The key IEC interventions are: 1) administration of male-focused clinics, 2) support of male workplace motivators, and 3) orientation of conventional family planning clinics toward more male-friendly services.

Research and evaluation

Formative research assessed the quality of counseling and communication skills, client participation, provider attitudes, physical conditions, social environment, and IEC material availability and use. Data were gathered through a series of observations and exit interviews with family planning clients and service providers at 61 service delivery points. Inventories were also taken of facilities available at clinics, to CBD agents, and workplace motivators.

Formative Research Findings

Preliminary findings indicate that service providers have basic family planning skills, but lack training in STDs and HIV/AIDS counseling. Providers also need to address the role of men in family planning, STD prevention, and spousal communication. Very few service delivery sites had signs showing they offered services to men. IEC materials, especially leaflets on STDs and HIV/AIDS, were not widely available. During counseling sessions, CBD agents and workplace motivators often did not have leaflets to distribute.

Communication outputs and activities

Currently in the planning stage, based on findings of formative research.

Collaboration and support

FPAK; Family Planning Private Sector; Ministry of Health; Christian Health Association of Kenya; Family Life Promotion Services; International Planned Parenthood Federation (IPPF); technical assistance provided by JHU/PCS with funding from IPPF.

Publications: see bibliography number 69.

Nigeria

PUBLIC SERVICE ANNOUNCEMENT AND LOGO CAMPAIGN (1988 through 1992)

Project objectives for men

- To improve men's attitudes concerning their shared responsibility for family planning
- To get more men to talk about family planning with their spouses
- To get more men to support their partners' use of family planning
- To increase the use of family planning among men

Project description

Two national multimedia campaigns were launched simultaneously to promote the acceptability and use of family planning among Nigeria's urban men and women of reproductive age. The Public Service Announcement (PSA) Campaign included music videos featuring King Sunny Ade and Onyeka Onwenu, and a series of five radio and television PSAs promoting the benefits of family planning and encouraging couples to use modern contraceptive methods. The Logo Campaign identified all government and private family planning initiatives and marked locations where family planning services and/or advice were available. Logo development began in 1988 with a national contest, and a winning symbol was selected from entries submitted by local artists. The logo was revised, tested, and then formally launched at a widely publicized national ceremony. In 1992, the logo and print materials were distributed nationwide in all outlets where a person could obtain family planning services.

Communication outputs and activities

Family Planning logo, two family planning songs ("Choices" and "Wait for Me") and accompanying music videos; promotional tours to promote the songs' family planning messages; television and radio PSAs broadcast twice a day on television and about four times a day on radio over a 6-month period; posters, billboards, crown posters, danglers, bumper stickers, indoor stickers, and novelty items.

Research and evaluation

Baseline and follow-up household surveys were conducted in the three cities of Kano, Lagos, and Enugu located in three regions of Nigeria. Although the campaigns were directed largely at urban audiences, data were also gathered from a rural community close to each city to assess campaign penetration in rural areas. Approximately 1,500 men and women of reproductive age were interviewed for the baseline and another 1,500 for the follow-up survey.

Campaign impact

Survey results found that almost 70 percent of all respondents had seen the family planning logo, and 87 percent of those who had seen it understood its meaning. Survey results also showed significant changes in family planning attitudes and behavior over the 6-month period studied. The greatest improvements were made regarding support for male responsibility for family planning and the positive impact of family planning on marital relationships. There was also an increase in the proportion of respondents who said they would recommend family planning to someone else, and who believed that their spouses and best friends would approve of their using family planning. Communication about family planning also rose—44 percent of

Nigeria

PUBLIC SERVICE ANNOUNCEMENT AND LOGO CAMPAIGN (continued)

follow-up respondents reported a recent discussion with their spouses, compared with 38 percent of baseline respondents. Reported use of contraceptives rose 7 percentage points (25 percent to 32 percent) in six months, with modern methods showing the greatest gains. Results show a classic “dose-response” relationship, with the likelihood of positive attitudes and couple communication increasing with each level of campaign exposure. High campaign exposure was associated with a twofold increase in current contraceptive use.

Collaboration and support

Federal Ministry of Health, Department of Population Activities; Insight Communications; Nigeria Television Authority; Planned Parenthood Federation of Nigeria; St. Clair’s Agency; technical assistance provided by JHU/CCP with funding from USAID.

Publications: see bibliography numbers 1, 4, 63, and 74.

Uganda

DELIVERY OF IMPROVED SERVICES FOR HEALTH (May 1995 through December 1999)
[HIV/AIDS Prevention Campaign]

Project objective for men

- To increase the proportion of young people who practice safer sex in 10 districts of Uganda

Project description

The HIV/AIDS Prevention Campaign's primary target group is young men ages 15 to 19, and the secondary target group is girls ages 12 to 19, the likely sexual partners of the target group. The campaign was the first of three waves of IEC activities planned for the project's 5-year life span. It is aimed at in-school as well as out-of-school youth, and its objective is to encourage youth to adopt HIV-preventive behavior such as abstinence, condom use, monogamy, delaying sexual onset and resisting peer pressure. The campaign slogan is "Safer Sex or AIDS: The Choice is in Your Hands." The key message is: "Young people can prevent HIV/AIDS infection if they practice safer sex."

Radio programs and spots, posters and newsletters are being used to encourage young men to delay the onset of sexual activities, and to use condoms when they do become sexually active. A contest to select the campaign theme song was held in June 1995. The contest, named "Hits for Hope," invited young musicians to submit lyrics and original music that conveyed the message. Teenage judges and the general public selected the winning song, "Ray of Hope," by a group called House Lane B. "Ray of Hope" became the unofficial theme song for the IXth International Conference on AIDS and STDS in Africa held in Kampala. District-level campaign activities including local bicycle rallies, drama competitions, video shows, and soccer matches are also underway.

Communication outputs and activities

Radio programs, radio spots, "Straight Talk" newsletter, music concerts, bicycle rallies, drama contests, rap/disco contest, cinema spots, debate contests, and soccer matches.

Research and evaluation

- Baseline survey conducted in August 1995.
- Focus group discussions with young men and women in six of the 10 project districts.
- A campaign monitoring system to track distribution of campaign materials.
- Follow-up survey planned for October 1996.

Collaboration and support

Pathfinder International; INTRAH; EP&A; Ministry of Health; the District Health teams; Polytechnic of Information Technology; Media Consultants Limited; technical assistance provided by JHU/CCP with funding from USAID.

Publications: see bibliography number 10.

Uganda

UGANDA FAMILY PLANNING PROMOTION PROJECT (April through May 1994)

Objectives for men

- To equip community-based distribution (CBD) agents with techniques necessary for effective interpersonal communication
- To increase the number of men with favorable attitudes toward the use of modern family planning methods

Project description

In early 1993, Family Planning Association of Uganda (FPAU) and JHU/PCS began developing a curriculum for training field workers to motivate men to accept and practice family planning. The project was conducted under the Training Workshop on Male Motivation Techniques, which was a component of the Uganda Family Planning Promotion Project. Ten FPAU staff members—including five area officers, four nurses, and one field educator—attended a two-week training of trainers (TOT) workshop on male motivation techniques. After the TOT workshop, the participants trained 106 CBD workers in community mobilization approaches to reach men.

Communications outputs and activities

Male motivation training curriculum.

Research and evaluation

- Participants' written self-assessment, daily and session evaluations, and final evaluations.
- A pre- and post-test were administered to CBD agents to assess the impact of the training workshops on the their clients.

Campaign impact

Overall results showed that the training was successful. Except for AIDS, knowledge-oriented topics/sessions needed less training time than skills-oriented sessions. Sessions on AIDS and STDs needed more emphasis to help CBD agents correctly make syndromic diagnoses, counsel, and refer clients for further management. The session on AIDS also required more time, since AIDS services are an integral part of the health services. CBD agents therefore need to be trained in giving related advice during client counseling and education. Language and educational differences presented a problem: The course material had to be translated and transmitted in Luganda on the spot, delaying the sessions and interrupting both trainers and participants.

Collaboration and support

Family Planning Association of Uganda; Family Life Education Program; Ministry of Health; technical assistance provided by JHU/PCS with funding from USAID.

Zimbabwe

MALE MOTIVATION PROJECT (1988 through 1989)

Project objectives for men

- To improve the knowledge of family planning methods among men of reproductive age
- To promote favorable attitudes toward family planning
- To increase the use of modern family planning methods among men and their partners
- To promote male involvement and joint decision-making between spouses about contraception and family size

Project description

A multimedia campaign was conducted to promote family planning among men in Zimbabwe. There were three main activities of the campaign: a radio drama series, educational talks for men, and pamphlets on family planning. An entertaining radio drama series of 52 episodes with family planning messages titled, “*Akarumwa Nechekuchera*” (“You Reap What You Sow”) was broadcast in the Shona language semiweekly from February to July 1989 by the Zimbabwe Broadcasting Corporation. A series of more than 60 motivational talks were conducted by a male motivation team of the Zimbabwe National Family Planning Council (ZNFPC). The talks were held in workplaces and villages. Participation ranged from a dozen to several hundred. Two pamphlets, one about the general benefits of family planning and the other about specific contraceptive methods, were designed for men. This project was the first family planning IEC campaign for men in sub-Saharan Africa.

Communication outputs and activities

Radio drama series, educational talks for men, pamphlets.

Research and evaluation

The Male Fertility Survey, conducted by the University of Zimbabwe, established a baseline from which to measure changes in men’s family planning knowledge, attitudes, and practices.

Campaign impact

In November and December 1989, the ZNFPC Research and Evaluation Unit conducted a follow-up survey which showed that the campaign reached 52 percent of men ages 15 to 55. Among married Shona-speaking men, use of modern contraceptive methods increased from about 56 percent to 59 percent during the campaign. Condom use increased from about 5 percent to 10 percent. Awareness and current use of modern contraceptives were also higher among men exposed to the campaign, compared with those who did not see it. Men exposed to the campaign were significantly more likely than other men to decide to use family planning and to say that both spouses should decide how many children to have.

Collaboration and support

Zimbabwe National Family Planning Council; technical assistance from JHU/PCS with funding from USAID.

Publications: see bibliography numbers 44, 75, and 90.

Zimbabwe

MALE MOTIVATION AND METHOD EXPANSION PROJECT (1991 through 1994)

Project objectives for men

- To increase the awareness knowledge and approval of long-term and permanent contraception among sexually active men ages 18 to 54
- To promote joint decision-making on the use of family planning methods among couples
- To increase the number of couples using long-term methods to space births and limit family size

Project description

Building on lessons from the first campaign, the Zimbabwe National Family Planning Council (ZNFPC) launched a second male motivation campaign—The Male Motivation and Method Expansion Project. The campaign's theme was "Family Planning: It's Your Choice," which challenged men to take responsibility for their families by adopting a family planning method. Men ages 18 to 54 were the primary audience.

The 6-month campaign was divided into three brief phases. The first asked men, "Do You Have a Dream?" and explained how family planning could help make the dream a reality by limiting families. The second phase advised men to "Play the Game Right" by consulting a service provider about the various contraceptive methods. The third phase encouraged men to include their partners in family planning decisions with the slogan, "It Takes Two to Plan a Family."

The idea of winning was reiterated throughout the campaign, as it was thought to convey a virile image that would be appealing to men and prompt them to take action. Slogans promised to show men how to "win the family planning game by reaching the goal of a small family with the help of their teammates (spouses/partners) and coaches (service providers)."

Communication outputs and activities

The second campaign included radio, television, newspapers, magazines, football matches, community mobilization events, live dramas, and musical shows. Mass-media broadcasts including two weekly radio dramas: "I Told You So" and "You Will Regret," in which male characters encourage men to plan their families; two television and 10 radio spots; posters, pamphlets, newspaper articles with slogans like "It Takes Two" and "Be a Man Before You Are a Father;" and community events—soccer matches, puppet shows, dramas, family festivals, performances by popular music groups, banners, posters, bumper stickers, badges, T-shirts, and caps.

Research and evaluation

- *Household Surveys* of both men and women conducted before and after the campaign;
- *Client Interviews* with clients who started or switched methods during the campaign;
- *Service Statistics* over an 18-month period from 23 facilities offering long-term and permanent methods.

Zimbabwe

MALE MOTIVATION AND METHOD EXPANSION PROJECT (continued)

Campaign impact

The campaign reached a large majority of adults in the five campaign areas: 88 percent were exposed to at least one campaign material or activity. Radio reached the most men, followed by print materials. The intensity of men's exposure was greater than for women. Men cited newspapers, magazines, and the sports events as their major sources of family planning information. Women cited the radio drama and motivational talks as their main sources of information.

Exposure to the campaign was associated with a rise in the use of modern contraceptives. People exposed to three or more campaigns were 1.6 times more likely to use a modern method when controlling for gender, age, marital status, residence, education, and socioeconomic status. Before the campaign, demand for contraceptives was declining, perhaps because of an increase in contraceptive prices. The media campaign reversed this trend, and contraceptive demand increased, especially for long-term methods. The proportion of women who reported discussing family planning often with their spouses or partners increased from 37 percent before the campaign to 57 percent after the campaign.

An unexpected result was that men were more likely after the campaign to believe that they *alone*, not jointly with their spouses, should be responsible for making reproductive decisions. This finding suggests that the campaign's reliance on traditional masculine images may have reinforced stereotypes about men's decision-making authority and blurred the campaign's message on the value of joint decision-making.

Collaboration and support

Zimbabwe National Family Planning Council; technical assistance provided by JHU/PCS with funding from USAID.

Publications: see bibliography numbers 44, 75, and 90.

The Jiggasha
Communications

1990.

Approach - Rural
Project - Bangladesh,

Bangladesh

The *Jiggasha* Approach- A Social Network Approach to Community Mobilization
and Sustainability, page 25

Pakistan

“AAHAT” television Miniseries, page 26

Philippines

Farmer-Leader Motivators to Generate Demand for Family Planning,

page

Bangladesh

THE JIGGASHA APPROACH - RURAL COMMUNICATIONS PROJECT (1990 to Present)

Project objectives for men

- To increase positive social norms for family planning
- To increase the proportion of men that support their partner's use of family planning
- To provide forums where men can discuss their concerns about family planning

Project description

The Jiggasha Approach uses existing rural communication networks to establish village discussion groups, or jiggashas (from the Bangladeshi word “to enquire”). To implement the jiggasha, family welfare assistants (FWAs) identify and enlist the assistance of men and women centrally located within the informal social networks of each village. By involving these opinion leaders, jiggashas increase the rate of the diffusion of family planning information and the establishment of a critical mass of support. The support of *bari* heads—extended family leaders within a village—is a critical element in the formation and success of the village jiggasha. Special meetings are held with the *bari* heads—all men—to enlist their support. As a result of the successful pilot test in Trishal Thana, the Government of Bangladesh's support for the jiggasha approach has grown. FWAs were trained and jiggashas were established in 12 rural villages. By 1995, more than 400,000 couples were participating in some 5,000 jiggashas.

Communication outputs and activities

Training family welfare assistants in the jiggasha approach; training manuals.

Research and evaluation

Household surveys; interviews; social network analysis.

Campaign impact

Follow-up survey results provided evidence that the Jiggasha approach resulted in a dramatic increase in the contraceptive prevalence in the villages where it was implemented and an increase in the level of efficiency in the existing field worker system. Results showed that the jiggasha approach used in conjunction with the existing system increased contraceptive prevalence from 38 percent to 56 percent. In villages where the jiggasha approach was the only intervention, the contraceptive prevalence increased from 26 percent to 32 percent. In villages that did not have either jiggashas or field worker visits, the contraceptive prevalence remained unchanged at 20 percent. Research showed that women were more likely to use family planning if they believed that men approved of their decision. Mobilizing men to participate in jiggashas created an environment of approval for family planning.

Collaboration and support

Information, Education, and Motivation Unit of the Directorate of Family Planning of the Bangladesh Ministry of Health and Family Welfare; technical assistance provided by JHU/CCP with funding from USAID.

Publications: see bibliography numbers 25 and 30.

Pakistan

MASS-MEDIA CAMPAIGN SUPPORT - “AAHAT,” a television miniseries, (1991 through 1992)

Project objectives for men

- To increase effective advocacy and support for the family planning program among Pakistan’s policy-makers and planners
- To increase husband/wife communication on issues of birth spacing
- To increase demand for contraceptive services

Project description

As part of Pakistan’s National Family Planning Communication Strategy and Plan of Action, a multimedia advertising campaign was developed to encourage birth spacing and spousal communication. The campaign was carried out as two distinct components working in tandem. One component was the production of “AAHAT” (meaning “An Approaching Sound”), a 6-episode miniseries broadcast on Pakistan Television (PTV). The program conveyed family planning messages interwoven into a social drama. “AAHAT” marked the first highly visible collaboration between PTV—which is solely owned and controlled by the national government—and the Population Program, signaling positive change in high-level government commitment to family planning in Pakistan.

The campaign also hosted a symposium aimed at strengthening the advocacy for family planning programs among federal and state ministers, prominent media personalities, and representatives from nongovernmental organizations and donor agencies. The symposium provided a platform to forge alliances between the various influential parties. Focus group discussions and in-depth interviews with married men and women of reproductive age, family elders, religious leaders, service providers, and traditional medical practitioners were then conducted to investigate family planning decision-making and the causes of the high unmet demand. In addition, a series of four socio-anthropological case studies was carried out to look at the process of spousal communication.

Communication outputs and activities

Television miniseries; policy-makers symposium

Research and evaluation

Formative research; focus group discussions; in-depth interviews; case studies

Campaign impact

Formative research findings indicated that while awareness of family planning was high, contraceptive prevalence was low. Findings also showed that the target group, primarily Pakistan’s middle and lower classes, are high consumers of mass media particularly radio and television, suggesting that a mass-media campaign was an effective communication strategy.

Collaboration and support

Pakistan Ministry of Population Welfare; technical assistance provided by JHU/PCS with funding from USAID.

Publications: see bibliography number 28.

Philippines

FARMER-LEADER MOTIVATORS TO GENERATE DEMAND FOR FAMILY PLANNING (July 1987 through September 1990)

Project objectives for men

- To help farmers make informed decisions regarding family size, child spacing, and use of appropriate family planning methods
- To develop the capability of a core group of male farmer motivators to encourage men and their wives to practice family planning
- To institutionalize the family planning program in the Agrarian Reform Beneficiaries Association (ARBA)

Project description

The project sought to use male motivators from ARBA, an all-male farmers' association, to encourage men and their wives to practice family planning. Initially designed to cover 300 project sites in six provinces, the project was implemented in 150 sites in three provinces. Sixteen regional trainers and 110 farmer-leader motivators (FLMs) were trained on interpersonal motivation and contraceptive technology and were provided with IEC materials to support their outreach activities. The FLMs went on house visits and facilitated core group formation and mobilization to institutionalize the project. Within one year, the project discovered its initial targets were too optimistic and revised them accordingly. These adjustments, however, meant that the evaluation component suffered. In addition, the project depended heavily on the capability and availability of individual FLMs to undertake the motivational activities and so when an individual failed to perform, the project suffered.

Communication outputs and activities

FLM handbook on family planning motivation; flipchart; comics; radio jingle; billboards; mobile film showings (after which follow-up discussions were held); local radio broadcasts of project bulletins; FLM interviews; institution building.

Research and evaluation

Baseline and post-project surveys among married couples of reproductive age.

Campaign impact

Findings indicate that the level of exposure to FLM motivational activities was generally quite low. Among those exposed, however, the level of effectiveness was quite high. Only 12 percent of married couples of reproductive age were invited by an FLM to attend a group meeting, but of those that did, 79 percent said their participation motivated them to use family planning.

Collaboration and support

Agrarian Reform Beneficiaries Association; Population Center Foundation; Population Commission; Department of Agrarian Reform; technical assistance provided by JHU/PCS with funding from USAID.

Publications: see bibliography numbers 79 and 85.

Sample Materials from Men's Participation Projects in Latin America.

Bolivia

Las Manitos National Reproductive Health Project, page 31

Brazil

The Mass Media Vasectomy Promotion Project, page 32

Colombia

Mass Media Promotion of *Tahiti* Condoms, page 33

Peru

Los Tromes: Dispelling Myths and Rumors About Modern Family Planning, page 34

Bolivia

LAS MANITOS NATIONAL REPRODUCTIVE HEALTH PROGRAM (1994)

Project objectives for men

- To stimulate dialogue on reproductive health among couples
- To encourage couples to visit clinics for information and services

Project description

This landmark campaign was designed to reach about 500,000 potential family planning users through a creative blend of television and radio spots, in-clinic informational videos, audio cassettes for inner-city buses, and print materials including posters and clinic signs promoting the campaign logo. Special attention was directed toward reaching and influencing men. The clinic videos employed the “Enter-educate” approach, presenting simple reproductive health messages in an attractive enjoyable format specifically designed for the target audience—men and women between the ages of 18 and 35.

The video, *Hablemos en Pareja* (Let’s Talk Together) dramatizes the importance of couple communication in family planning decisions as a way to strengthen interpersonal relations and foster happy marriages. Four entertaining hour-long programs on audio cassettes inform thousands of public transportation users across the country and motivate these men and women to visit reproductive health clinics. Local bus drivers played the cassettes on 1,000 city and interstate buses.

Communication outputs and activities

Television and radio spots; in-clinic informational videos; audio cassettes for city and interstate buses; posters and clinic signs promoting the campaign logo.

Research and evaluation

Baseline and post-campaign follow-up surveys; panel study of 800 men and women between the ages of 18 and 35.

Campaign impact

Key findings revealed that 87 percent of all adults of reproductive age were exposed to the campaign. Of those highly exposed, 97 percent were able to correctly identify the campaign logo, 83 percent could recall at least one benefit of reproductive health, 50 percent expressed intention to use family planning, and the number of new users increased to almost 9 percent during the campaign diffusion. The proportion of men reporting the intention to definitely seek reproductive health services increased from 25 percent to 60 percent between the baseline and follow-up surveys.

Collaboration and support

Ministry of Health; Encuestas & Estudios; technical assistance provided by JHU/PCS with funding from USAID.

Publications: see bibliography numbers 46 and 84.

Brazil

THE MASS MEDIA VASECTOMY PROMOTION PROJECT (September 1988 through January 1990)

Project objective for men

- To increase Brazilian men's knowledge and use of vasectomy

Project description

Winner of several prestigious international advertising awards, the Vasectomy Promotion Project made vasectomy a household word in Brazil. By using a mass-media campaign to persuade couples that “vasectomy is an act of love,” this project dramatically increased the demand for vasectomies in three major cities. The campaign used television, radio, print, direct mail, and electronic billboards to reach approximately four million Brazilians. The central focus of the campaign was a television spot which made creative use of a cartoon format to address a sensitive subject in an amusing yet direct manner. An endearing pair of animated hearts—one male and one female—depicted the purpose of vasectomy, its safety, and its non-interference with love-making. The companion radio spot featured a father explaining vasectomies to his son followed by the same slogan—“Vasectomy is an act of love.” To maintain consistency and reinforce the television message, other aspects of the multimedia campaign—pamphlets, billboards, and magazine advertisements—contained the image of the same two amorous hearts. An ancillary component of the campaign was pre-campaign promotions in three cities to generate interest among the print and electronic press prior to the launch of the broadcasts.

Communication outputs and activities

Television and radio spots; informational pamphlets; magazine advertisements; an electronic billboard display.

Research and evaluation

Review of clinic records and source of referral information; cost effectiveness analysis; time series analysis of PRO-PATER's clinic records.

Campaign impact

Data indicate a dramatic increase in requests for information during the campaign and an increase in the number of vasectomies conducted in all but one of the clinics—Fortaleza, which experienced a decline following the campaign. While television was still important as the principal source of referral, interpersonal sources resumed their dominance six months after the campaign. One year after the campaign, television referral declined to their initial low levels of just 6 percent. The cost analysis indicated that the campaign cost of motivating each additional man is approximately the same as the cost of providing a vasectomy. If the effectiveness of vasectomy is taken into consideration, then the cost per couple-year protection declines. Results from the time series analysis confirm that the campaign served to offset the negative effects of a downward trend in the number of vasectomies at PRO-PATER clinics.

Collaboration and support

PRO-PATER; technical assistance provided by JHU/PCS with funding from USAID.

Publications: see bibliography numbers 4 and 57.

Colombia

MASS MEDIA PROMOTION OF TAHITI CONDOMS (June 1988 through November 1988)

Project objectives for men

- To introduce the idea of spacing births among young men and women
- To promote the use of temporary family planning methods
- To increase sales of PROFAMILIA's temporary methods—particularly “Tahiti” condoms among young men

Project description

A 1986 contraceptive prevalence survey found that the Atlantic region along Colombia's northern coast not only had one of the lowest contraceptive prevalence rates in terms of temporary methods, it also had the highest rate of voluntary sterilization. Alarmed by this trend PROFAMILIA proposed a communication campaign to introduce the idea of spacing births among young men and women and to promote the use of temporary methods.

Qualitative research was key to developing campaign messages. Not surprising, the majority of young men between the ages of 15 and 25 years who participated in the focus group discussions were not interested in birth spacing and maternal and infant health. Their main preoccupation was having a good time on the weekends. Their freedom and lifestyle were very important to them, but they were also concerned about AIDS. The messages were then modified to support what was most valuable to the young men—their freedom. Radio spots and print materials used the campaign slogan “Keep being free, use Tahiti condoms,” with its underlying message of “Don't change your lifestyle, make it a healthier one.” This project demonstrated that the key to involving men in family planning, especially young men, is to develop creative messages that speak to them in their terms.

Communication outputs and activities

Radio spots, posters, and promotional stickers.

Research and evaluation

Focus group discussions with the target group; consumer profile study; sales analysis.

Campaign impact

Average monthly sales of condoms increased by 74 percent.

Collaboration and support

PROFAMILIA; Publicidad Toro; Futures Group; technical assistance provided by JHU/PCS with funding from USAID.

Publications: see bibliography numbers 15 and 20.

Peru

LOS TROMES: DISPELLING MYTHS AND RUMORS ABOUT MODERN FAMILY PLANNING (1994 through 1995)

Project objectives for men

- To increase the number of couples seeking family planning information from public, private, and nonprofit sectors
- To increase the use of modern contraceptive methods by dispelling rumors

Project description

At the request of Apoyo a Programas de Poblacion, JHU/PCS provided technical assistance to develop, implement, and evaluate a mass-media campaign to promote the use of modern contraceptive methods to Peruvian couples. The target audience was defined as urban and peri-urban couples of the lower-middle and lower classes. Specifically, the campaign targeted couples ages 23 to 28 with one to two children who had expressed a strong desire to adopt a family planning method and young couples ages 18 to 22 with no children who were beginning long-term relationships. The campaign was implemented in five cities: Lima, Trujillo, Piura, Arequipa, and Cuzco. Its objectives were to disseminate correct information on modern family planning methods and to motivate the target audience to seek information on family planning from appropriate sources in order to reposition modern methods in a positive light. This was accomplished by portraying users as savvy, intelligent people in control of their lives. The strategy employed the repetition of one main message—*Tromes*, a Peruvian idiom indicating a savvy individual—through mass media, interpersonal communication, street theater, and print materials. To increase the adaptability of the campaign and reach a broader audience radio spots were also translated to Quechua as necessary.

Communication outputs and activities

One television and six radio spots; outdoor signs featuring the family planning logo; radio talk shows; a telephone hotline; press articles; posters; a variety of promotional materials such as pins, key chains, caps, cups, and stickers; 10-minute “Enter-Educate” radio programs; eight 1-minute counseling television programs; “Do_a Rumores” a street theater play.

Research and evaluation

Focus group discussions; in-depth interviews; evaluation surveys.

Campaign impact

Results showed that 92 percent of respondents approved of campaign messages. While audience recall of the television and radio spots was not as high as expected, exposure to any of the television programs was associated with higher scores in the image of family planning. Interpersonal communication about the television shows was also associated with individuals accessing family planning services. The street theater drama was also successful at dispelling rumors about the pill—results indicated a sharp decline in two of its three major rumors.

Collaboration and support

Apoyo a Programas de Poblacion; technical assistance provided by JHU/PCS with funding from USAID.

Publications: see bibliography number 78.

Al-Seeb Community-based Male Motivation Campaign. Pretesting, Oman, 1995.

Egypt

The Minya Initiative, page 37

Jordan

National Health Program of Birth Spacing, page 38

Oman

Al-Seeb Community-based Male Motivation Campaign, page 39

Turkey

Mass Media Family Planning Campaign, advocacy component, Page 40

Egypt

THE MINYA INITIATIVE (March 1992 through September 1993)

Project objective for men

- To motivate religious and local leaders to become vocal advocates of family planning
- To encourage spousal communication about Family Planning

Project description

Rural Upper Egypt, with a substantially less literate population, larger families, and lower incomes than other regions of Egypt, continues to be a challenge for family planning programs. The Minya Initiative was a 18-month pilot project to promote the use of family planning services through IEC and community mobilization activities in the rural governorate of upper Egypt. The Minya IEC Initiative was an innovative, collaborative IEC project that aimed to decentralize planning and programming capabilities from the national to the governorate level; and use innovative IEC methods to reach the public. The involvement of religious leaders as advocates of family planning was essential to the success of the program in this conservative governorate which has one of the lowest contraceptive prevalence rates. Because religious views on family planning are largely misrepresented, Muslim and Christian religious leaders were trained. Newly trained religious leaders conducted 59 public meeting in mosques, 24 in Islamic centers, and 30 in churches reaching a total of 18,300 men.

Research and evaluation

Baseline and Impact Surveys in 1992 and 1993. Service statistics from health facilities on methods distributed and sources of referral.

Communication outputs and activities

The project trained religious leaders, doctors, nurses, teachers, local leaders, and community outreach workers; held meetings in clinics, schools, mosques, churches, and town halls; and conducted family planning IEC campaign weeks, which included meetings and traditional folk media.

Collaboration and support

The Minya Governor's Office; National Population Council; State Information Services; Directorate of Health/SDP; Federation of Islamic Associations; Coptic Orthodox Church; Coptic Evangelic Church; Clinical Services Improvement Project; Egyptian Family Planning Association; Private Practitioner Family Planning Project of the Egyptian Junior Medical Doctors Association; Popular Culture Department/Directorate of Cultural Affairs; Population Education Department/Directorate of Education; Women's Committee and Directorate of Youth and Sports; technical assistance provided by JHU/PCS with funding from USAID.

Campaign Impact

Contraceptive prevalence in Minya rose from 22 percent to 30 percent in 18 months. Survey data suggest that the project also markedly changed communication about family planning. Fully 87 percent of those exposed said that they talked about family planning with a spouse or friend as a result of attending a meeting. Forty three percent of women cited their husbands as one of the sources that impelled them to make a visit.

Publications: see bibliography numbers 13, 34, and 83.

Jordan

NATIONAL HEALTH PROGRAM OF BIRTH SPACING (October 1994 through June 1998)

Project objectives for men

- To increase support for this birth spacing program among policy-makers, leaders, and influentials
- To increase the percentage of men who have positive attitudes toward birth spacing
- To increase the number of couples who have visited a health center for birth spacing information or services

Project description

The NPC/GS, a non-governmental organization sponsored by the Queen Alya Fund for Social Development, is Jordan's lead organization in the development and advocacy of support for policies and strategies for population and family planning. JHU/PCS has been providing technical assistance to the NPC/GS in Jordan since 1994.

JHU/PCS technical assistance is focusing on assisting the NPC/GS to develop and disseminate the National IEC Strategy, a central focus of which is to encourage men's participation in RH/FP through the mass media and community mobilization efforts. Research data in Jordan identified the need to address men by highlighting the important role they play in the reproductive decision-making process.

Communication outputs and activities

Future consensus-building workshops in three regions; a booklet on the compatibility of birth spacing with the tenets of Islam; a slide program on the role of the project; future focus groups discussions; message development workshops; three radio and three television spots on birth spacing; a birth spacing song; an informational pamphlet on birth spacing.

Research and Evaluation

JHU/PCS assisted NPC/GS in conducting focus group research and producing a field report which summarizes men and women's main attitudes and beliefs towards FP and outlines programmatic implications; and in conducting a Knowledge, Attitudes and Practices Survey with men and women.

Collaboration and Support

National Population Commission/General Secretariat with technical assistance provided by JHU/PCS with funding from United States Agency for International Development (USAID).

Collaboration, through the National IEC Taskforce, with the Ministry of Health, Department of Statistics, University of Jordan, Princess Basma Center, Jordan Television, Noor Al Hussein Foundation, Arab Women Society, JNCW, Yarmouk University, Ministry of Education, Ministry of Islamic Affairs, Jordan Radio, and USAID-funded CPP and Marketing for Birth Spacing projects.

Publications: see bibliography number 9.

Oman

AL-SEEB COMMUNITY-BASED MALE MOTIVATION CAMPAIGN (1993 through 1995)

Project objectives for men

- To raise awareness among men about the benefits of modern birth spacing methods
- To enhance positive and to reduce negative attitudes toward birth spacing among men
- To field test the male motivation flipchart
- To document lessons learned from the pilot campaign to be used for the national campaign

Project description

The Al-Seeb Pilot Community-based Male Motivation Project was a component of Oman's Birth Spacing Project. Married men were the primary target audience. Community leaders comprised a secondary audience. The main messages emphasized that birth spacing has benefits for every member of the family and that when a father makes a decision to space births he provides health and happiness to his family. The project worked at the community level using the Enter-Educate approach to highlight positive attitudes toward birth spacing. Mass-media and outreach activities reinforced the community based events.

Communication outputs and activities

An inauguration ceremony attended by all the Sheiks of Al-Seeb; community discussion groups; recreational activities including a birth spacing play, songs, poem recitals, dancing, and a windpipe band; sports activities; booklets; large cloth banners; large flipchart; and television spots on birth spacing were run twice daily during the campaign.

Research and evaluation

Knowledge, attitudes, and practices survey with men and women; focus group research to identify men's attitudes and concerns toward birth spacing; exit interviews of participants in local activities; service statistics.

Campaign impact

The proportion of men aware of at least one method increased from 75 percent to 98 percent between 1994 and 1995. Men's intention to use a method increased from 30 percent to 88 percent between 1994 and 1995. Service statistics reflected an increase of more than 235 new clients at the two health centers in Al-Seeb during the month of the campaign, an increase that was maintained for at least two months after the campaign ended.

Collaboration and Support

IEC committee of the National Women and Child Care Plan, Department of Community and Family Health Education, Wali Al-Seeb office, Shoura Council, Sultan Qaboos University, Royal Armed Forces, Royal Omani Police, Al-Seeb Educational Authority, Muscat municipality, Omani Women's Association, Al-Seeb Sports Club, Training Center of the Disabled, National Committees for Boy Scouts and Girl Guides, Muscat Health Directorate, Ministry of Information and Department of Public Relations/Ministry of Health.

Publications: see bibliography number 71.

Turkey

MASS MEDIA FAMILY PLANNING CAMPAIGN (October through December 1988)

Project objectives for men

- To generate broad support for the national family planning campaign within the government and among other key opinion leaders and decision makers
- To promote discussion about family planning and family size between spouses

Project description

The Mass Media Family Planning Campaign was designed to promote family planning, the use of modern contraceptive methods, and the use of family planning service facilities. The campaign was targeted at men in urban and rural areas and married women ages 15 to 44. Opinion leaders and decision makers were also an important target audience because their support was crucial to the success of the program. The campaign was launched with a population symposium attended by 600 high-ranking government officials, health and other professionals, and media representatives. The symposium sensitized the influentials to the population problem and increased their support for family planning. The symposium received intensive media coverage and led to several weeks of media attention to population issues. “A Child is Crying,” a 26-minute documentary aimed primarily at opinion leaders and decision makers, described the consequences of rapid population growth. Given the impact of television in Turkey and the widespread exposure of the target audience to the medium, it was decided that television would play a central role in the campaign. In one television spot, a poor urban father is shown teaching his children to peddle odds and ends on the streets to help the family make ends meet. In another television spot, a villager is shown dividing the family land among his five sons. The family had so many children over the years that the land left to be divided among the children fit into a flower pot.

Communication outputs and activities

Population Symposium; television programs—“Sparrows Don’t Migrate” and “But Mother;” “A Child is Crying” documentary; 10 television spots; eight radio spots and a radio drama; 5,000 calendars, 20,000 copies of two posters, and 200,000 informational brochures; a 30-minute educational video.

Research and evaluation

Communication needs assessment; assessment of Turkish Family Health and Planning Foundation’s institutional capabilities; 34 focus group discussions with men and women in seven provinces; a pre-campaign baseline survey; three “day after” recall surveys following the broadcast of the television drama series and spots; six post-campaign focus group discussions; in-depth interviews; post-campaign national survey; a review of clinic records; cost analysis.

Collaboration and support

The Turkish Family Health and Planning Foundation; Turkish Radio and Television; Turkish Ministry of Health and Social Services; Zet Market Research Services; technical assistance provided by JHU/PCS with funding from USAID.

Publications: see bibliography numbers 47 and 55.

Part IV. Additional Resources for Men's Initiatives

Worldwide Communication Resources

Media/Materials Clearinghouse. Johns Hopkins University/Population Communication Services/Population Information Program (JHU/PCS/PIP) has produced over 100 different print materials with messages intended for male audiences. Print materials are used in both interpersonal communication and mass-media campaign activities. Over 100 different print materials have been produced. These materials include 45 pamphlets and booklets on condom use, 20 which promote and explain vasectomies and eight on men's responsibility. JHU/PCS/PIP projects have also produced five posters on condom use, two posters promoting vasectomy, and 11 posters on men's responsibility. T-shirts, stickers, buttons, and other campaign materials have also been produced.

JHU/PCS/PIP materials have been used in 16 countries: Bangladesh, Brazil, Burkina Faso, Cameroon, Chad, Colombia, Ecuador, Ghana, Guatemala, Indonesia, Kenya, Nepal, Nigeria, Peru, Zaire, and Zimbabwe. The Media/Materials Clearinghouse which actively collects and disseminates sample materials from and to family planning and health communication projects worldwide, now includes over 2,000 sample materials on condoms, vasectomy, and men's responsibility.

Population Reports. This quarterly journal reviews issues in family planning and related health matters. With more than 140,000 copies reaching readers in 170 countries in up to seven languages, **Population Reports** has the largest circulation of any family planning journal. In its first issue on men, "Men: New Focus for Family Planning" (J-33, 1986), **Population Reports** analyzed the problems faced by men.

POPLINE. POPLINE, the world's most extensive bibliographic database on population, provides comprehensive access to international literature on men's involvement in family planning. POPLINE provides citations and abstracts for nearly 10,000 male involvement publications and documents. Abstracts in the database include 4,500 on vasectomy, 4,000 on condoms, 1,100 on male contraceptive agents, and 300 on male-oriented family planning programs.

Abbreviations

ARBA	Agrarian Reform Beneficiaries Association
CBD	community-based distribution
FLM	farmer-leader motivator
FPAK	Family Planning Association of Kenya
FPAU	Family Planning Association of Uganda
FWA	family welfare assistant
HIV/AIDS	human immunodeficiency virus/acquired immune deficiency syndrome
IEC	information, education, and communication
IPPF	International Planned Parenthood Federation
JHU/CCP	Johns Hopkins Center for Communication Programs
JHU/PCS	Johns Hopkins University/Population Communication Services
JHU/PCS/PIP	Johns Hopkins University/Population Communication Services/Population Information Program
MOH	Ministry of Health
NPC	National Population Commission
PSA	public service announcement
PTV	Pakistan Television
STD	sexually transmitted disease
TOT	training of trainers
USAID	United States Agency for International Development
ZNFPC	Zimbabwe National Family Planning Council

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